

Message Text

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PAGE 01 ALGIER 00611 061712Z

70

ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 USIA-15 /032 W

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R 061615Z MAR 75

FM AMEMBASSY ALGIERS

TO SECSTATE WASHDC 2034

UNCLAS ALGIERS 0611

E.O. 11652: N/A

TAGS: BEXP, AG

SUBJ: TRADE PROMOTION: 1976 ALGIERS INTERNATIONAL

FAIR AND PAN AFRICAN FAIR

REF: (A) ALGIERS 0519 (B) STATE 043713

(C) STATE 043128

1. EMBOFFS CALLED ON MR. SAADIOF ONAFEX AND INFORMED HIM U.S. WOULD NOT PARTICIPATE IN 1975 ALGIERS FAIR.

2. 1976 FAIR WILL BE HELD APPROXIMATELY MAY REPEAT MAY 1976, EXACT DATES YET UNAVAILABLE. THEY ARE THINKING OF HOLDING TWO FAIRS IN ONE; THE PAN AFRICAN FAIR, HELD EVERY TWO YEARS AT A DIFFERENT SITE IN AFRICA AND INVOLVING ONLY AFRICAN NATIONAL EXHIBITORS AND, SIMULTANEOUSLY, AT THE SAME BUT POSSIBLY ENLARGED SITE, THE 1976 ALGIERS INTERNATIONAL FAIR.

3. WE HAVE NOTED COMMERCE RATIONALE FOR NON-PARTICIPATION ALGIERS FAIR AND HAVE STATED OUR INABILITY, AT PRESENT, TO UNDERTAKE A COMMERCIAL PRESENCE FAIR. NEVERTHELESS, FRANCE, WEST GERMANY, ITALY, USSR, ETC. CONTINUE TO USE THIS FAIR TO THEIR COMMERCIAL, AND POLITICAL ADVANTAGE. FRANCE HAS TAKEN 5,000 SQUARE METERS MORE THIS YEAR THAN LAST. WEST GERMAN EMBASSY REPORTS GREAT COMMERCIAL SUCCESS AT THIS FAIR AND IS INCREASING ITS EXPOSURE. CANADA, UK AND SPAIN ALSO EXPANDING EXHIBIT AREAS. IN REVIEWING COMMERCE 1973 PARTICIPATION FINAL REPORTS WE NOTE THAT FAIR WAS TERMED BY COMMERCE AS VERY SUCCESSFUL AND FAR EXCEEDING EXPECTATIONS.

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4. IN VIEW REFTELS, AND RELATIVELY SHORT LEAD TIME,
POST ASSUMES COMMERCE WILL NOT PARTICIPATE IN 1976
FAIR, BUT POST BELIEVES SERIOUS EVALUATION AND
DISCUSSION SHOULD BE UNDERTAKEN, PERHAPS DURING
COMMERCE TEAM CCP VISIT IN APRIL, CONCERNING U.S.
PARTICIPATION IN FUTURE ALGIERS FAIR.
PARKER

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NNN

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